

## SUMMER HOUSING & MARKETING COORDINATOR

### **Function of Job:**

Under general supervision of designated supervisor, develop and manage initiatives to maximize year-round occupancy of on-campus residential buildings; market and manage summer conference housing.

### **Characteristic Duties and Responsibilities:**

1. Manage summer housing operation, including contractual agreements and coordinating the delivery of services and assignment of space.
2. Establish and implement recruitment and retention strategies to maximize occupancy throughout the calendar year.
3. Hire, train, evaluate, and supervise staff and provide on-call emergency support to residential staff during summer and vacation periods.
4. Research national and local occupancy trends, including outreach to other educational institutions and professional organizations; analyze trends and develop strategies to maximize occupancy.
5. Develop and manage summer conference housing revenue and expense budgets, including establishing yearly rates in conjunction with the Director of Housing; manage summer conference billing and collections; and issue financial reports on revenue and expenses.
6. Serve on committees and functions related to recruitment of students and conference groups.
7. Coordinate academic year group housing, such as group exchange programs and others as assigned.
8. Develop and maintain records and reports, such as annual report of residential building use and cost benefit analysis.
9. Assess feedback from customers and departments regarding success of services.
10. Participate in institutional professional development and training.
11. Perform related duties as assigned.

### **Minimum Acceptable Qualifications:**

1. Bachelor's degree in marketing, student services, or related field and five years of related experience, including three years of supervisory experience.
2. Experience in budgeting and short and long-term planning.
3. Program management and organizational skills.
4. Oral and written communications skills.
5. Computer skills as required by department.

### **Additional Desirable Qualifications:**

1. Work experience in higher education.

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10/30/06  
System Approval

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10/30/06  
Effective Date

**This document is a generic classification specification of the University System of New Hampshire. Its purpose is to describe the representative responsibilities and general level of complexity, and it is not a substitute for the specific job description of the individual position.**